

Formula Student 2012

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Bosch gets students' race cars ready for international competition

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On the Boxberg proving ground, 200 students optimize vehicles built to their own designs

- ▶ Two-day event for Formula Student teams sponsored by Bosch
- ▶ 21 race cars and more than 200 participants in starting line-up
- ▶ Bosch supports more than 35 teams from Formula Student Electric and Formula Student Combustion disciplines

Boxberg, Germany – On 5th and 6th July, Bosch invited its sponsored Formula Student race teams to test their vehicles at its proving ground in Boxberg under racing conditions. At the two-day event around 200 students exchanged ideas with Bosch's expert engineers, helping them prepare their 21 race cars for Formula Student Germany (FSG) – the international competition for universities.

The teams optimised their vehicles on acceleration and endurance circuits at Boxberg, Bosch's own proving ground, organised by Bosch Engineering GmbH, a subsidiary of Robert Bosch GmbH that specialises in engineering services. "Formula Student is a win-win situation for the students and for us as a company. Bosch supports highly motivated and qualified young talent on this exciting, interdisciplinary project. At the same time, we can present ourselves as an attractive and innovative employer," said Bernhard Bihr, president of Bosch Engineering.

Steady growth of Bosch sponsorship activities

Since 2007, Bosch has supported selected teams taking part in Formula Student. This year, Bosch is sponsoring more than 35 university teams from Germany, the U.K., France, Austria and Australia. Bosch supports this international competition for young talent with a number of activities. For example, it offers expert workshops on subjects such as wiring harness

design and safety when working with high voltages, or it holds vehicle-testing events. Support for the teams also comes in the form of motor racing components and financial funds. These activities pay off for Bosch: in recent years, many high-qualified young people have been persuaded to join the company.

Electric class gaining in importance

In the field of electromobility as well, there is great demand for young talent. This growing interest in electromobility is also reflected in Formula Student: for two years now, electric vehicles have been competing there in addition to vehicles with conventional internal-combustion engines. This year, Bosch is supporting 13 teams that are pinning their hopes on all-electric drives. At FSG, a total of 32 teams are competing in the Formula Student Electric discipline.

Preparing for a professional career

At Formula Student, it is the best concept that wins, not the fastest car. The students plan, design, and build their cars themselves, and also develop a business plan and a marketing concept. A panel of judges from the motor racing, automotive, and automotive supply industries assess the race cars according to eight criteria, including design, efficiency, acceleration, and fuel consumption. The competition is an excellent way of preparing for working life. Ability to work in teams, staying power, and commitment are just as much in demand as basic technical and business skills.

Internationally leading competition

The FSG is organized under the auspices of the VDI, the association of German engineers. In the seven years since it was started, it has become one of the most important international design competitions for young engineers. Each year, students from across the globe meet at the Hockenheimring circuit to pit their designs against each other in a race-track atmosphere. And in presenting their race cars, the students show industry what they are capable of. At this year's FSG, from July 31st to August 5th, 2012, a total of 110 teams and more than 2,000 students will be competing with each other.

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The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Further information is available online at www.bosch.com and www.bosch-press.com